

### IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) An asset management system for the management of assets, the asset management system comprising:

a master data management system for the management of master data pertaining to objects selected from among the assets; and

a radio-frequency identification system, said radio-frequency identification system comprising radio-frequency identification tags coupled to associated objects in said assets, each said radio-frequency identification tag containing detailed object information, said detailed object information comprising updated information for said associated object after performing maintenance or configuration of said associated object;

wherein master data is selected from object data, ~~wherein the master data management system includes a dynamic object identification system;~~ and wherein the radio-frequency identification system enables identification of the objects within the master data management system.

2. (Currently Amended) The asset management system as set forth in [[of]] claim 1, wherein an initial version of said detailed object information is placed onto said radio-frequency identification tag by a manufacturer of said associated object ~~the radio-frequency identification system includes at least one of a radio-frequency identification tag, the radio-frequency identification tag being attached to an object.~~

3. (Currently Amended) The asset management system as set forth in [[of]] claim 2, wherein selections of master data are stored on the radio-frequency identification tag.

4. (Currently Amended) The asset management system as set forth in [[of]] claim 1 [[3]], wherein critical object information is stored as master data in the master data management system, ~~wherein detailed object information is stored on the radio-frequency identification tag,~~ and wherein ~~the detailed object information includes~~ the critical object

information comprises a subset of said detailed object information stored on said radio-frequency identification tag.

5. (Currently Amended) The asset management system as set forth in [[of]] claim 1 [[3]], wherein the selections of master data include at least one fade out indicator, and wherein the at least one fade out indicator is stored as master data in the master data management system.

6. (Currently Amended) The asset management system as set forth in [[of]] claim 1 [[3]], wherein the radio-frequency identification system further includes at least one of a radio-frequency transceiver, and wherein the radiofrequency transceiver is capable of receiving from and transmitting to the radio-frequency identification tag the selections of master data.

meh 7. (Currently Amended) The asset management system as set forth in [[of]] claim 1 [[3]], wherein the master data management system includes a dynamic object identification system and the dynamic object identification system includes an object criteria set, an object rule set, and an object identification system.

8. (Currently Amended) The asset management system as set forth in [[of]] claim 7, wherein the object criteria set includes variables and possible values, wherein the object rule set includes rules incorporating the variables, and the object identification system includes a globally unique identifier.

9. (Currently Amended) The asset management system as set forth in [[of]] claim 8, wherein the dynamic object identification system assembles the globally unique identifier based at least on user-determined parameters, wherein the globally unique identifier includes at least one coded segment, and wherein the at least on coded segment includes object data selected from a group consisting of at least one of a personal identification number, at least one of an external key, technical data, and administration data.

10. (Currently Amended) The asset management system as set forth in [[of]] claim 9, wherein the user-determined parameters comprise at least one variable from the object criteria set and at least one rule from the object rule set.

11. (Currently Amended) The asset management system as set forth in [[of]] claim 9, wherein the technical data include a multilevel data storage hierarchy, wherein the personal identification number comprises a segmented series of level identification codes, and wherein the series of level identification codes relate to the multi-level data storage hierarchy.

12. (Currently Amended) The asset management system as set forth in [[of]] claim 9, wherein the administration data include contextual data.

13. (Currently Amended) The asset management system as set forth in [[of]] claim 9, wherein the globally unique identifier includes at least one fade out indicator.

14. (Currently Amended) The asset management system as set forth in [[of]] claim 13, wherein the fade out indicator includes at least one of a fade out process and at least one of a fade out endpoint.

15. (Currently Amended) The asset management system as set forth in [[of]] claim 14, wherein the fade out process includes one of passing time, using an object, and waiting for a condition to appear, and wherein the fade out endpoint includes one of attainment of a fade out date, completion of a fade out period, fulfillment of a fade out level of use, and appearance of a condition.

16. (Currently Amended) A method of asset management, the assets including objects, the method comprising:  
storing critical object information about each of said object as master data in a master data management system, and

storing detailed object information about an associated object on a radio-frequency identification tag coupled to said associated object, said detailed object information comprising updated information for said associated object after performing maintenance or configuration of said associated object,

wherein the detailed object information includes the critical object information, ~~wherein the detailed object information pertains to an object selected from among the assets, and wherein the radio-frequency identification tag is attached to the object.~~

17. (Currently Amended) The method as set forth in [[of]] claim 16, further comprising:

associating at least one fade out indicator with the master data,  
wherein the at least one fade out indicator is stored as master data in the master data management system.

18. (Currently Amended) The method as set forth in [[of]] claim 16, further comprising:

updating of at least one fade out indicator associated with the object upon the object being subject to specific maintenance.

19. (Currently Amended) The method as set forth in [[of]] claim 18 [[16]], wherein the at least one fade out indicator includes at least one of a fade out process and at least one of a fade out endpoint.

20. (Currently Amended) A computer program product, tangibly embodied in an information carrier, for managing master data pertaining to an object, the computer program product being operable to cause a data processing apparatus to:

store critical object information about an associated object as master data in a master data management system, and

cause a radio-frequency transceiver to store detailed object information about an associated object on a radio-frequency identification tag coupled to said associated

object, said detailed object information comprising updated information for said  
associated object after performing maintenance or configuration of said associated  
object,

wherein the detailed object information includes the critical object information, ~~and wherein the  
radio-frequency identification tag is attached to the object.~~